



Navigating Responsible AI in small and medium businesses

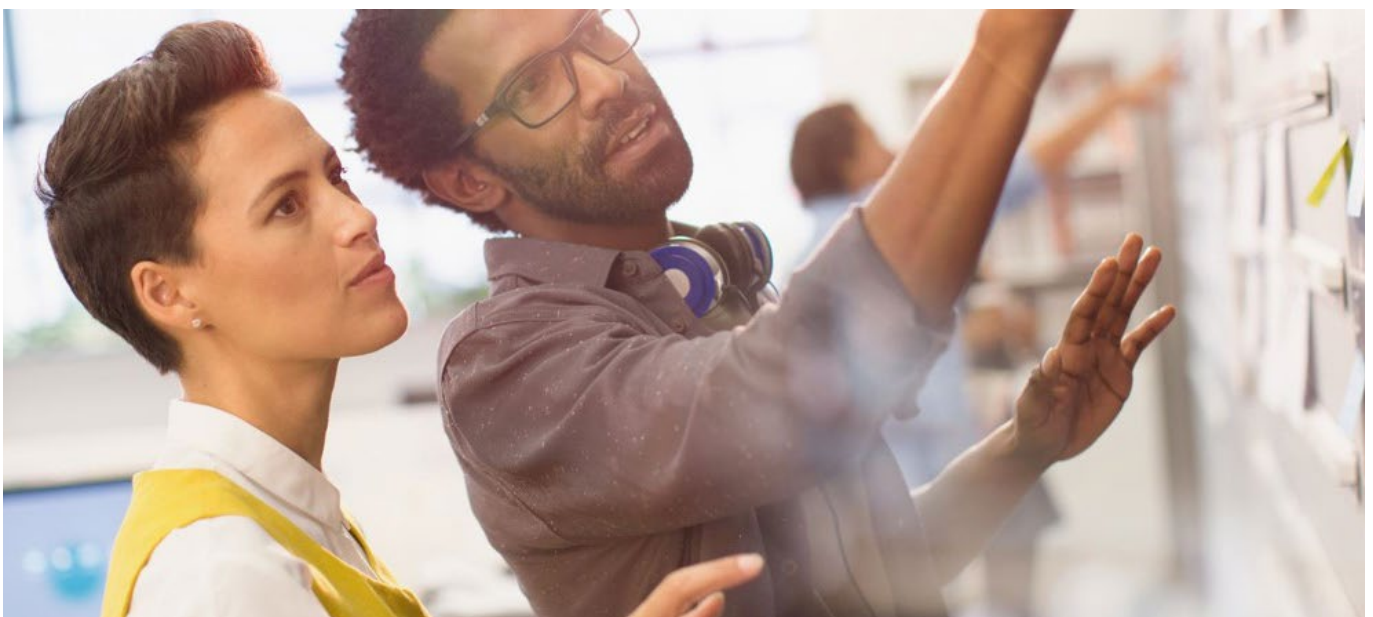
Artificial Intelligence (AI) has evolved rapidly, becoming an indispensable tool for businesses of all sizes. However, as we move forward in this AI-driven world, the need for Responsible AI has never been more critical for Small and Medium Enterprises (SMEs).

Responsible AI is the practice of developing and using AI systems in a way that provides benefits to individuals, groups, and wider society, while minimising the risk of negative consequences.

Doing Responsible AI is an approach that ensures businesses use AI accurately, without bias, and in an accountable manner. In essence, when a business utilises AI, it becomes responsible for its actions, even when using off-the-shelf AI products. Let's delve into what Responsible AI means for SMEs and the practical steps they should take to ensure it.

Understanding Responsible AI

Responsible AI is not just a buzzword; it's a concept that reflects ethical business practices. Aurelie Jacquet from CSIRO defines it as 'AI done well.' In practical terms, Responsible AI involves deploying AI technologies in ways that are ethical, accountable, and unbiased.



Practical steps for SMEs

Implementing Responsible AI is a comprehensive process that encompasses various aspects of business strategy and governance. Here are some practical steps SMEs should consider:

1. **Clear goals:** Before adopting AI, SMEs should establish clear goals for its use. Defining the desired outcomes and applications of AI is essential.
2. **Governance:** Consider how AI will be governed and utilised. Recognise that AI systems evolve over time. Establish good governance practices that involve regularly adjusting risk profiles and oversight.
3. **Oversight mechanisms:** Ensure your existing oversight mechanisms align with AI technology. Adequate monitoring and control systems are crucial.
4. **Legal and ethical implications:** Identify potential legal, ethical, and regulatory implications associated with AI use. Compliance with legislative frameworks is imperative.
5. **Wellbeing:** AI should contribute to the betterment of individuals, society, and the environment. Consider the broader impact of AI applications.
6. **Human-centered values:** Respect human rights and diversity. Ensure that AI applications do not discriminate or violate fundamental rights.
7. **Fairness:** AI should be inclusive and accessible. Avoid biases and exclusions in AI algorithms.
8. **Privacy and security:** AI must respect and uphold privacy rights. Data protection is a critical aspect of Responsible AI.
9. **Reliability and safety:** AI should operate reliably according to its intended purpose. Safety is paramount.
10. **Transparency:** Users should be aware when they are engaging with AI. Understandability is key.
11. **Contestability:** Allow individuals to challenge AI use through a transparent and timely process.
12. **Accountability:** People responsible for AI should be identifiable and accountable for its outcomes.

The National AI Centre is building Australia's responsible and inclusive AI future.

For further information

National AI Centre
1300 363 400
+61 3 9545 2176
naic@csiro.au
csiro.au/naic

Data, privacy, and ethics in AI

As SMEs embrace AI, questions arise concerning data, privacy, and ethics. AI heavily relies on extensive datasets, making privacy protection and ethical data use essential. Businesses must adhere to obligations under the Privacy Act 1988 (Cth) concerning data related to individuals. This includes responsibly handling the collection, use, integrity, correction, and disclosure of personal information, as well as ensuring individuals' access to their data.

Moreover, to maintain public trust and confidence, addressing potential bias and discrimination in data sources and AI systems is crucial. Transparency in AI use is paramount for building trust with customers and stakeholders.

Best practices for SMEs

A prudent approach for SMEs is to begin with a pilot AI program within the organisation before scaling the technology across the business. This allows for a controlled and measured adoption of AI, enabling businesses to understand and manage the impact of Responsible AI on their operations effectively.

In conclusion, Responsible AI is not just a choice; it's a necessity for SMEs in the age of AI. By adhering to ethical principles, taking practical steps, and understanding the intricacies of data, privacy, and ethics in AI, SMEs can embrace AI with confidence and contribute to a more responsible and accountable AI-driven future.

Next steps

To find out more about how the National AI Centre can help your SME become AI-ready, or to access responsible AI tools and resources, visit csiro.au/naic

Acknowledgements: The National AI Centre is funded by the Australian Government and coordinated by CSIRO.

CSIRO acknowledges CEDA and Google as Foundation Partners of the National AI Centre.

